



# Retail Goods and Services Expenditures

Prepared by DCA

Counties: Autauga, AL

Top Tapestry Segments:		Demographic Summary		
			2007	2012
Midland Crowd	21.0%	Population	49,541	54,084
Up and Coming Families	19.2%	Households	18,654	20,593
Rural Bypasses	11.3%	Families	14,192	15,452
Crossroads	10.3%	Median Age	36.5	36.6
Milk and Cookies	9.1%	Median Household Income	\$50,067	\$56,034

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	73	\$2,003.83	\$37,379,424
Men's	76	\$375.79	\$7,010,056
Women's	69	\$664.00	\$12,386,250
Children's	82	\$359.40	\$6,704,185
Footwear	64	\$326.03	\$6,081,824
Watches & Jewelry	79	\$156.21	\$2,913,872
Apparel Products and Services <sup>1</sup>	83	\$122.40	\$2,283,237
<b>Computer</b>			
Computers and Hardware for Home Use	80	\$174.82	\$3,261,169
Software and Accessories for Home Use	80	\$23.88	\$445,445
<b>Entertainment &amp; Recreation</b>	84	\$2,887.59	\$53,865,195
<b>Fees and Admissions</b>	78	\$474.51	\$8,851,540
Membership Fees for Clubs <sup>2</sup>	79	\$124.64	\$2,325,057
Fees for Participant Sports, excl. Trips	80	\$90.67	\$1,691,370
Admission to Movie/Theatre/Opera/Ballet	74	\$110.37	\$2,058,768
Admission to Sporting Events, excl. Trips	83	\$47.48	\$885,693
Fees for Recreational Lessons	78	\$101.35	\$1,890,652
<b>TV/Video/Sound Equipment</b>	83	\$961.58	\$17,937,403
Community Antenna or Cable Television	84	\$561.40	\$10,472,424
Color Televisions	81	\$112.09	\$2,091,009
VCRs, Video Cameras, and DVD Players	84	\$32.57	\$607,515
Video Cassettes and DVDs	83	\$50.49	\$941,919
Video Game Hardware and Software	84	\$27.64	\$515,526
Satellite Dishes	86	\$1.32	\$24,532
Rental of Video Cassettes and DVDs	83	\$49.62	\$925,522
Sound Equipment <sup>3</sup>	77	\$122.07	\$2,277,152
Rental and Repair of TV/Sound Equipment	76	\$4.39	\$81,804
Pets	90	\$395.49	\$7,377,401
Toys and Games	86	\$155.83	\$2,906,904
Recreational Vehicles and Fees <sup>4</sup>	96	\$436.94	\$8,150,734
Sports/Recreation/Exercise Equipment <sup>5</sup>	79	\$181.54	\$3,386,377
Photo Equipment and Supplies <sup>6</sup>	84	\$114.57	\$2,137,205
Reading <sup>7</sup>	79	\$167.13	\$3,117,631
<b>Food</b>	83	\$6,977.27	\$130,154,025
<b>Food at Home</b>	83	\$4,199.25	\$78,332,793
Bakery and Cereal Products	83	\$599.92	\$11,190,935
Meat, Poultry, Fish, and Eggs	84	\$1,108.71	\$20,681,956
Dairy Products	83	\$456.99	\$8,524,619
Fruit and Vegetables	81	\$706.51	\$13,179,187
Snacks and Other Food at Home <sup>8</sup>	85	\$1,327.12	\$24,756,096
<b>Food Away from Home</b>	82	\$2,778.02	\$51,821,232
Alcoholic Beverages	76	\$472.22	\$8,808,841
Nonalcoholic Beverages at Home	85	\$370.88	\$6,918,480



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<b>Financial</b>			
Investments	72	\$1,073.67	\$20,028,207
Vehicle Loans	94	\$5,752.56	\$107,308,318
<b>Health</b>			
Nonprescription Drugs	86	\$104.61	\$1,951,415
Prescription Drugs	91	\$527.87	\$9,846,836
Eyeglasses and Contact Lenses	85	\$70.35	\$1,312,229
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	86	\$7,517.86	\$140,238,246
Maintenance and Remodeling Services	81	\$1,603.61	\$29,913,822
Maintenance and Remodeling Materials <sup>10</sup>	93	\$347.16	\$6,475,960
Utilities, Fuel, and Public Services	86	\$3,787.73	\$70,656,372
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	82	\$113.99	\$2,126,423
Furniture	82	\$528.71	\$9,862,643
Floor Coverings	78	\$71.05	\$1,325,301
Major Appliances <sup>12</sup>	87	\$255.04	\$4,757,552
Housewares <sup>13</sup>	78	\$82.32	\$1,535,664
Small Appliances	82	\$30.11	\$561,755
Luggage	77	\$7.89	\$147,167
Telephones and Accessories	72	\$34.10	\$636,184
<b>Household Operations</b>			
Child Care	82	\$342.75	\$6,393,566
Lawn and Garden <sup>14</sup>	91	\$404.93	\$7,553,571
Moving/Storage/Freight Express	77	\$41.25	\$769,433
Housekeeping Supplies <sup>15</sup>	85	\$658.85	\$12,290,153
<b>Insurance</b>			
Owners and Renters Insurance	94	\$448.06	\$8,358,164
Vehicle Insurance	85	\$1,248.89	\$23,296,806
Life/Other Insurance	88	\$562.61	\$10,494,926
Health Insurance	87	\$1,718.07	\$32,048,816
Personal Care Products <sup>16</sup>	83	\$392.92	\$7,329,478
School Books and Supplies <sup>17</sup>	77	\$92.68	\$1,728,876
Smoking Products	87	\$418.19	\$7,800,892
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	90	\$5,178.69	\$96,603,312
Gasoline and Motor Oil	89	\$1,815.36	\$33,863,682
Vehicle Maintenance and Repairs	84	\$897.22	\$16,736,812
<b>Travel</b>			
Airline Fares	76	\$308.56	\$5,755,847
Lodging on Trips	81	\$328.90	\$6,135,319
Auto/Truck/Van Rental on Trips	76	\$33.07	\$616,886
Food and Drink on Trips	81	\$383.08	\$7,146,016

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.